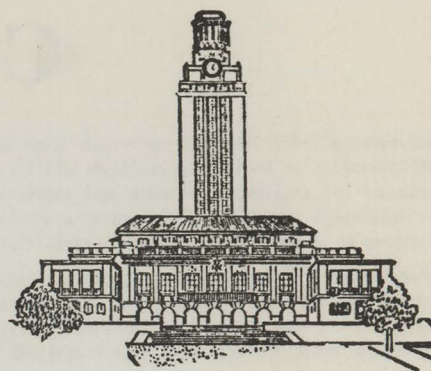


# ***Preparation for Business***



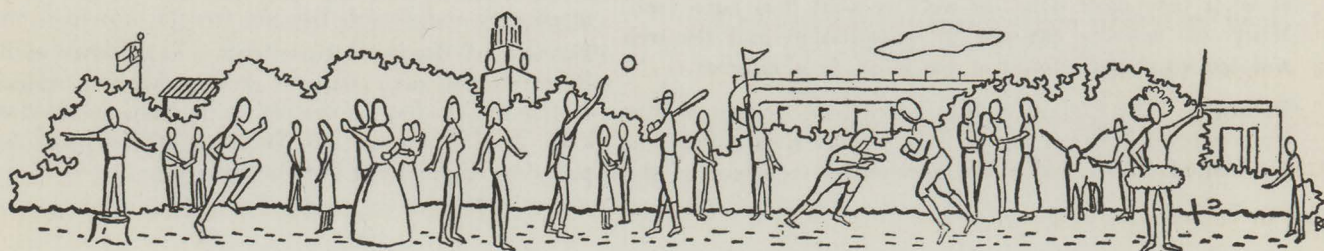
## **at The University of Texas**

Professional education for young men and women who want to prepare themselves for careers in business is the aim of the College of Business Administration at The University of Texas, which seeks to graduate people who will be effective employees or employers and constructive civic leaders.

Professional education is more than just vocational training where the emphasis is on details. If you will be satisfied to concern yourself with the everyday routines of business, you should attend a business college or simply get a job in business. To be a professional administrator you should postpone the learning of details until you begin your career and acquire first (a) some specific skills such as accounting, analyzing statistics, writing letters and reports, getting along with people, and making sales; (b) the basic knowledge of business practices and procedures and the capacity to apply it in reaching business decisions;

and (c) professional training in some specialized area of business, such as accounting, finance, management, marketing, or transportation.

In addition you need knowledge and understanding of the social and physical environments in which business operates. To help you prepare for a career in business, the College of Business Administration of The University of Texas offers you (a) capable and understanding professors and research men; (b) classrooms, libraries, laboratories, and other facilities essential to effective learning; (c) visiting lecturers from, and field trips to, the business communities of the state; (d) the opportunity to associate with other young men and women who have the same goal that you do; and (e) the privilege of being a part of the exciting and stimulating atmosphere of a large university campus with all of its varied and interesting activities.





# Courses of Study in Business Administration

**Accounting.** All business executives must have an understanding of accounting methods and be able to make use of accounting records and reports. Many students major in this field to prepare for professional positions as industrial or public accountants.

**Advertising.** Manufacturers, retailers, service organizations of all kinds, magazines, newspapers, radio and television stations, and advertising agencies have a growing need for men and women trained in this area.

**Banking and Finance.** This program is designed for those who seek employment in commercial, investment, or savings banks, savings and loan associations, brokerage houses, or the finance departments of corporations or governmental agencies.

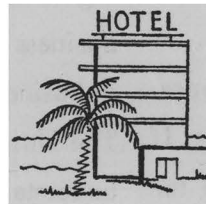
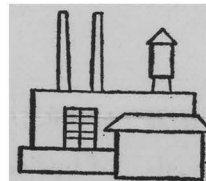
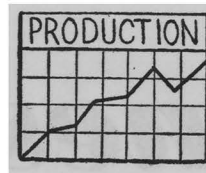
**Business Statistics.** The man or woman who can collect, analyze, and interpret statistics is sought after for positions in market analysis, budgetary control, production control, cost and price analysis, business forecasting, and the control of quality of manufactured products.

**Commercial Teaching.** The man or woman who would like to teach will find that those who can teach commercial subjects are particularly needed by high schools and junior colleges.

**Cotton Marketing.** In an area where cotton-growing is such a dominant activity men who know how to bring it to market effectively are much in demand.

**Engineering Route to Business.** The industrialization of Texas and the Southwest has increased the opportunities for men who combine a basic knowledge of science and engineering with ability in business administration. Industrial management and technical selling positions await such persons.

**Factory Production and Control.** Industry also needs men skilled in accounting, statistics, and management in the controller's department. A selected course of study may be followed.



All students who enter the College of Business Administration begin their studies with courses basic to an understanding of business and the world in which it operates. These include a natural science, economics, English, mathematics, government, history, speech, and accounting. In the junior year you begin to follow one of the degree programs described below, but you also are required to take another group of general business courses: business law, business writing, finance, management, marketing, and statistics. During your final year you complete your professional training under the degree plan you have selected.

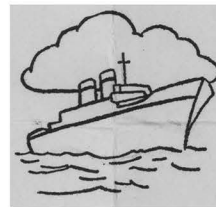
## Choose the Degree Program That Fits Your Interest

**Federal, State, and Municipal Service.** More than ever before governmental offices are offering excellent positions to men and women who not only excel in administration but have studied courses in such fields as economics, government, engineering, and law.

**General Business.** A student who has an individual vocational goal—or one who is uncertain about his area of specialization—may build his own program about this core of courses which makes him familiar with all the important functions of business.

**Hotel Administration.** Increasingly the Southwest is becoming a convention and tourist area. The Texas Hotel Association co-operated in the arrangement of this program, which combines selected college courses with summer employment in hotels.

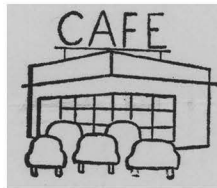
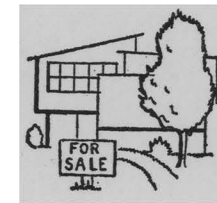
**Industrial Management.** A program designed to provide young men and women with the background they need for rapid advancement to supervisory positions in industry or for management of their own businesses.



**International Trade and Latin American Studies.** The need of expanding trade beyond national boundaries as both a profit opportunity and a sound national policy is increasingly recognized by business executives. Men and women are needed who have followed this specialized program of study.

**Life Insurance.** Interest on the part of private companies, labor unions, and governmental agencies in life insurance, retirement plans, and social security has steadily increased. Whether you are interested in a career in the office or in the field, this course of study will meet your need.

**Marketing and Sales Administration.** More business graduates go into selling than any other one field because goods must be sold or production will cease. Salesmen need assistance and direction from sales managers and their staffs. This program provides the background for either inside or outside sales work.



**Personnel Management.** The demand for specialists capable of dealing with important questions of labor policy and personnel procedure have led to the employment by industry and other organizations of trained personnel specialists.

**Prelaw.** This program permits the student to enter the law school after his third year in the University and yet obtain both the B.B.A. and LL.B. degrees. A knowledge of business is highly advantageous to the attorney in today's society.

**Real Estate and Insurance.** Most of the wealth of the United States is in the form of real property. Consequently, employment opportunities in real estate brokerage, property management, appraisal, land development, construction, and related industries are attractive and plentiful.

**Resources and Industries.** Every business firm needs people with a knowledge of resources. In addition, those who seek professional positions in civil service, economic research, and college teaching may find this program exactly suited to their needs.

**Restaurant Management.** A program which combines the skills and understanding needed for management with the technical knowledge required for operation of a restaurant is provided. Apprentice work during summer vacation is an essential part of the program.

**Retailing.** There are more retailers than any other type of business enterprise. Opportunities exist both for operating one's own business or joining with a large integrated company. The department store field offers especially attractive positions for qualified women as well as for men.

**Transportation.** Courses offered are designed to prepare students to obtain employment with (a) railroads, bus or truck lines, airlines, or water carriers; (b) industrial concerns as traffic managers; or (c) governmental regulatory agencies.

## What the College of Business Administration Offers You

**Faculty.** In selecting a school you should, first of all, consider its faculty. It is the teachers who will do the most to direct and assist your efforts to acquire a professional education. The faculty in business of The University of Texas consists of about seventy men and women who have advanced degrees from leading universities throughout the nation and the world. They bring to you the best of the thought of students of commerce everywhere. Most of your teachers will be people who have had experience in business and/or in governmental administration. They know because of what they have done, as well as what they have read. Many are actively engaged in consultation and research and can keep you abreast of the latest developments.

**Prestige.** The College of Business Administration of The University of Texas is one of only seventy such colleges in the United States which are recognized members of the

American Association of Collegiate Schools of Business.

**Facilities.** The College of Business Administration is housed in Waggener Hall. This is a modern structure containing faculty offices, classrooms, and laboratories for accounting, statistics, and secretarial classes. The laboratories are equipped with modern business machines.

**Libraries.** The Mirabeau B. Lamar Library is housed in spacious quarters in the Main Building. Over one million volumes are now included in its stacks. In the Business and Social Science Reading Room are placed current business magazines and books. You are free to browse at any time.

**Bureau of Business Research.** The Bureau of Business Research collects, analyzes, and publishes business and economic data for the use of businessmen and students who have specific research assignments. It also provides some part-time employment for students.

## THE UNIVERSITY OF TEXAS

**Location.** The University buildings stand on a height above the city of Austin, and the tower can be seen for miles around. Many of the buildings are new, making the campus a particularly beautiful one. Austin is a pleasant city in which to live and offers excellent opportunities for swimming, boating, hunting, fishing, and other out-of-door recreation. The climate is mild and sunny for a large part of the year.

**Student Life.** Life at the University is not all study and work. There are approximately 240 student organizations on the campus. Some are professional; others purely social; still others relate to interesting extracurricular activities such as dramatics. Those of you who enjoy athletic events will find almost every kind of intercollegiate sport at Texas. The intramural program enables you to participate in athletics. Plays, musical events, dancing, singing, and all

the activities normally associated with campus life are found at The University of Texas. The Cultural Entertainment Committee brings to the campus each year performances by world-renowned artists.

Housing is available in dormitories, fraternity and sorority houses, co-operative houses, and approved private residences.

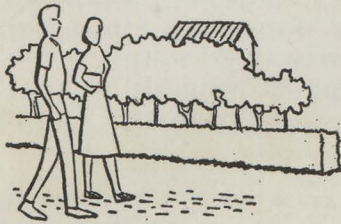
### For Further Information:

On admission requirements, courses, degree plans, scholarships available write to:

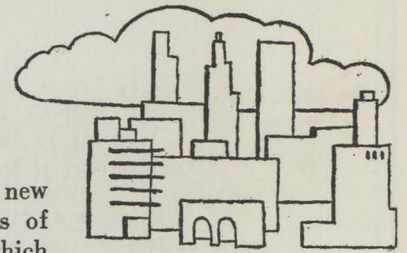
Registrar and Dean of Admissions  
The University of Texas  
Austin 12, Texas

# A Career in Business Awaits You . . .

You do not need to travel far in Texas or the Southwest to see why this area is rapidly becoming one of the leading industrial and commercial sections of the country. New factories are springing up amid the forests, cotton fields, and grazing lands, and along the Gulf coast.



The skylines of our cities change overnight almost, as new buildings are built—buildings which house the offices of new companies and new branches of established firms which are opened to serve the growing population of the region.



You can find your life work in this vast development if you have the kind of education that business leaders expect the young men and women they hire to have.

**. . . if you are properly trained!**



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THE UNIVERSITY OF TEXAS  
*College of Business Administration*  
*Austin 12, Texas*

**A CAREER IN  
BUSINESS  
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**YOU!**